YOUR Basic BOX

Same great taste... Same low price... The Basic Flip-Top® Box.

The box category is growing: 11% per year, over the last 4 years. 39% of total industry volume is box packings.*

Focus on selling in Basic Box and securing P.O.S.:

In stores stocking Basic Box:

- Basic share increased +0.63%*
- Basic share of category increased +0.4%*

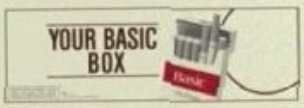
Overall, Basic achieved 7.8% of the discount box category

Get ready for these upcoming Basic Promotions that will feature the Basic Box:
JULY PRICE PROMOTION, AUGUST B2G1F & SEPTEMBER PRICE PROMOTION

Place the Point-of-Sale. Secure a permanent home for Basic Box. Watch earnings soar!

GRAVITY FEED

DANGLER



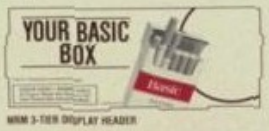
SYSTEM 2000 HEADER

STATIC CLING

POSTER

SMALL BANNER

B-HEADER



MINI 3-TIER DISPLAY HEADER

STARBURSTS-4" & 5"

JUMBO PACK

SHELF TALKER

STARBURST-7"

150 CARTON HEADER

POSTER

B-STRIP (FULL FLAVOR AND MENTHOL)

B-HEADER 2

DANGLER

KIT #86301	KIT #86302	KIT #86303	KIT #86304	KIT #86305
3-150 CARTON HEADERS	3 SYSTEM 2000 HEADERS	6 JUMBO PACKS	1 GRAVITY FEED	1 BANNER

KIT #86305 VAN KIT

40 B-HEADERS	30 SHELF TALKERS	30 POSTERS	10 MINI 3-TIER DISPLAY HEADERS
60 BASIC B-STRIPS	6 STATIC CLINGS	40 DANGLERS	10 SHEETS FF PRETTY LABELS
60 NOW IN BOX STRIPS	3 MONTHS, HEADERS	4 MONTHS, POSTERS	10 SHEETS LT PRETTY LABELS
30 4" STARBURSTS	3 MONTHS, BASIC B-STRIPS	3 MONTHS, DANGLERS	10 SHEETS M PRETTY LABELS
30 6" STARBURSTS	3 MONTHS, NOW IN BOX STRIPS	3 MONTHS, STARBURSTS	

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Source: https://www.industrydocuments.ucsf.edu/docs/zxnn0003